

# 2007 Annual Report

## National Association of Conservation Districts

### Letter from the President

Dear Fellow Conservationists,

The past year held much progress for your national association. Unfortunately, the man who deserves a lot of the credit is no longer with us. Olin Sims was serving his first year as President when his young life was taken in December.

It is important to give credit where credit is due, and looking back at 2007, we thrived under Olin's leadership. We focused on our top three goals of public relations and awareness, member services and grassroots advocacy. Our vision—America's Voice for Natural Resource Conservation—was evident in everything we accomplished.

We refocused communications efforts to better reach our members and the general public. NACD launched a new website, Olin began a monthly audio address highlighting current issues and we expanded media outreach and involvement.

Member services received a boost with renewed emphasis on providing tools for district use through our website, an improved membership data tracking system, a leaner, meaner meeting schedule and efforts to achieve increased opportunities for districts.

It was a future-shaping year in the policy arena. We carried districts' Farm Bill priorities repeatedly to the Hill, emphasizing the need for a strong conservation title. Conservation districts were the only group to testify at *all* conservation-related Farm Bill hearings held by the U.S. Congress.

Often we referred to Olin personally as "America's Voice for Conservation." He took his role as President very seriously and was proud of the work of conservation districts and the national association.

You can be proud too. You can be confident NACD leaders will ensure NACD continues to be a well-run association that is *your* national voice. Make sure you are engaged too. Every conservation district must be involved for our collective voice to be strong.

Sincerely,



**Steve Robinson, NACD Acting President**

### 2007 NACD OFFICER TEAM

President:

**Olin Sims**

*McFadden, Wyoming*

First Vice President:

**Steve Robinson**

*Marysville, Ohio*

Second Vice President:

**Bob Cordova**

*Colorado Springs, Colorado*

Secretary/Treasurer:

**John Redding**

*Monroe, Georgia*

Chief Executive Officer:

**Krysta Harden**

*Washington, D.C.*

### EXECUTIVE BOARD

**Joe Lomax, New Jersey**

**Gene Schmidt, Indiana**

**Jack Majeres, South Dakota**

**John Compton, Louisiana**

**James Lacy, Kentucky**

**Paul Leishman, Utah**

**Mike Barlow, Oregon**

**Bill Wilson, Oklahoma**

**Tim Healey, Missouri**



*NACD President Olin Sims, a rancher from McFadden, Wyoming, was a strong leader, a good friend, and a true conservationist. While we deeply mourn the loss of Olin, his legacy will remain as a man who was passionate about conservation districts, someone who loved conservation policy and a cowboy who left a lasting impression on everyone he met.*



NACD leaders join local conservation leaders on Hugh Hammond Bennett's North Carolina farm in August to help America's first conservation district celebrate their 70th anniversary.



NACD Stewardship and Education Coordinator Susan Schultz makes herself at home with one group of the hundreds of students she met with this year, teaching conservation basics and encouraging good stewardship.



NACD Second Vice President Bob Cordova listens to a student natural resource presentation as he serves as a judge at the 2007 Envirothon in Geneva, New York.



NACD President Olin Sims testified on conservation programs in the farm bill before the U.S. Senate Agriculture Committee. He is pictured above with his fellow NACD officers and Agriculture Committee Chairman Senator Tom Harkin.



Farm Broadcaster Kristi Pettis interviews NACD President Olin Sims, FSA Administrator Theresa Lasseter and USDA Deputy Undersecretary Gary Mast at NACD's 2007 Annual Meeting in Los Angeles.

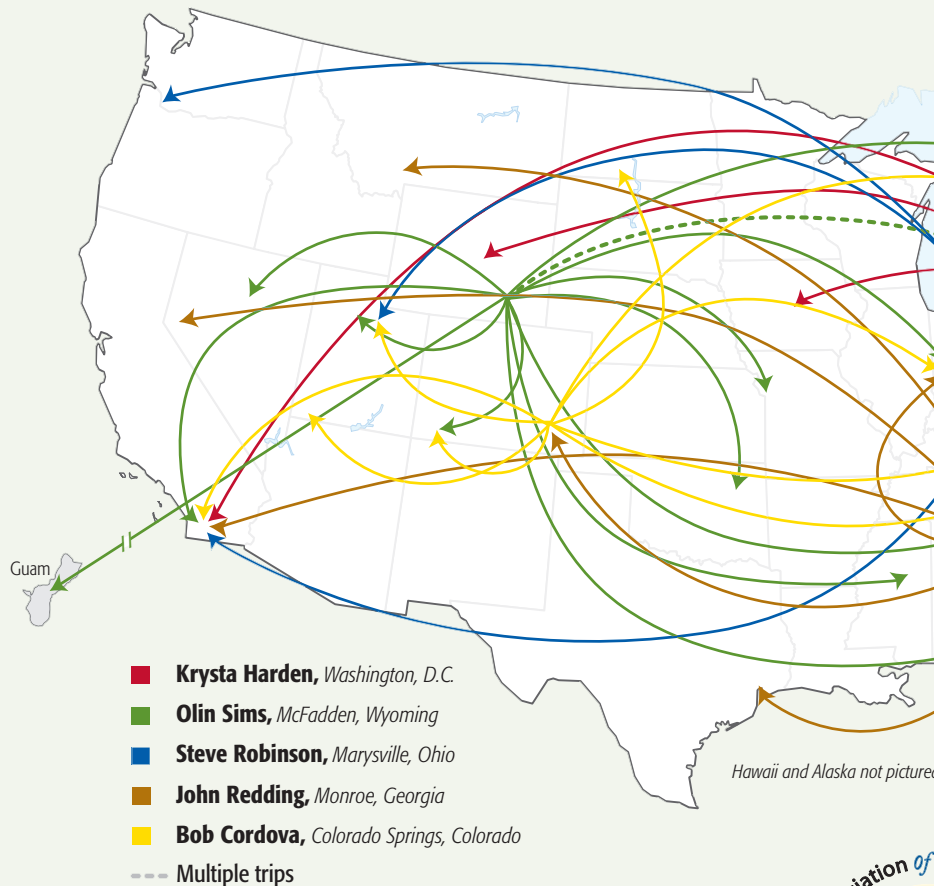
# America's Voice for Conservation

The National Association of Conservation Districts represents nearly 3,000 conservation districts and the 17,000 district officials on their governing boards. NACD's mission is to serve conservation districts by providing national leadership and a unified voice for natural resource conservation.

Just as conservation districts are an invaluable resource to the communities they serve, NACD is a resource for member districts, state associations, members of Congress and a long list of partners. It is imperative that the association's voice is unified and credible.

NACD's consistent message in 2007 focused on the basic principles of conservation districts; the need to address the challenges and opportunities of a changing landscape and customer base; and the importance of communicating with customers, lawmakers, partners, the public and each other.

Working together, speaking with one voice, NACD is America's Voice for Natural Resource Conservation.



Hawaii and Alaska not pictured

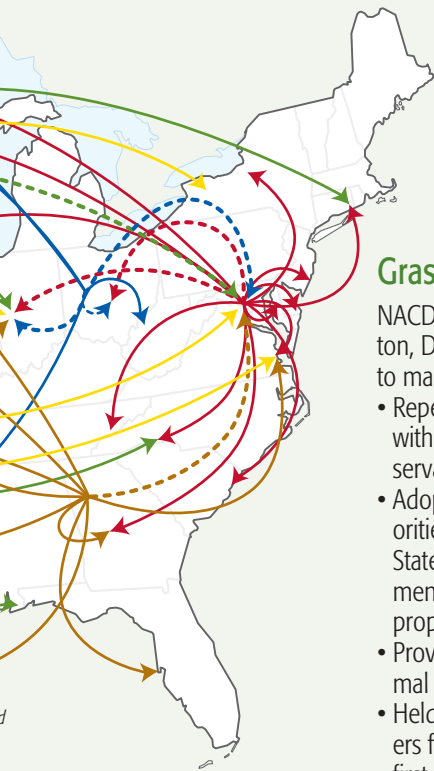
NACD leaders made it a priority to come to you whenever possible. The map above depicts travel by the 2007 Officer Team. It does not include the significant amount of travel by staff and Executive Board members. NACD representatives came to your region, state or town to learn your issues, understand the challenges you face and recognize your successes. In doing so, they became better equipped to serve you and speak on your behalf at a national level.



## Communications and Public Relations

NACD used various tools to inform our members and the public about conservation issues, association priorities and successes. In 2007, NACD:

- Launched a new resource-packed association website at [www.nacdnet.org](http://www.nacdnet.org), and re-focused staff resources to manage the site;
- Conveyed current NACD and conservation news through *NACD News & Views*, eNotes and frequent media releases;
- Implemented new outreach strategies, including a monthly audio clip titled "America's Voice for Conservation" for use by local boards and media;
- Participated in K-12 soils education committee in preparation for the upcoming Smithsonian Institution soils exhibit set to open in July 2008; and
- Fostered relationships with media, resulting in improved media attendance at NACD events, additional media coverage and increased awareness of conservation districts.



## Grassroots Advocacy

NACD worked this year to ensure that Federal policy written in Washington, D.C., gave America's landowners and communities the tools they need to make wise use of our natural resources. Key efforts this year included:

- Repeatedly carried NACD's Farm Bill recommendations to Capitol Hill, with conservation district representatives testifying at every farm bill conservation hearing;
- Adopted a targeted appropriations strategy, focusing efforts on three priorities: Conservation Technical Assistance, Nonpoint Source (319) and State and Private Forestry. The strategy also allows for year-round involvement, including development of the federal budget and the annual appropriations process;
- Provided testimony on conservation district work with Concentrated Animal Feeding Operations, Wildfire and Forestry;
- Held a successful Legislative Conference in July with key agricultural leaders from Congress and the Administration, including the association's first-ever Congressional Reception, held at the U.S. Capitol;
- Maintained credibility and visibility in Washington, providing a consistent message on how best to deliver conservation programs across the country;
- Improved legislative and policy communication with State Association Executive Directors and NACD Principle Legislative Contacts, strengthening our grassroots base;
- Provided advocacy training through a Washington expert to help members become better advocates at home and in Washington, D.C.; and
- Joined forces with other conservation, agriculture and industry groups to define sustainable opportunities for agriculture in a time of increased production demands and more varied land-use options.

## Member Services

Everything NACD does is for its members. In 2007, the association placed a renewed emphasis on serving our diverse member base through new tools, redirected staff and improved financial management. This year, the association:

- Expanded focus on providing training opportunities, tools and services to our members;
- Updated Stewardship and Education efforts, incorporating federal standards and requirements into resources for schools, enhancing partner involvement and creating more timeless materials;
- Reviewed and adapted organizational structure and committee system to increase board involvement and investment in association policies and programs;
- Conducted a survey of member districts' work in urban and community areas to advocate needs, increase visibility and provide support;
- Launched a district official accreditation pilot program in seven states to better equip district officials to serve their respective communities;
- Hosted an Urban and Community Conservation workshop to brief state leaders on federal resources and engage them in targeting services;
- Provided guidance for tribal conservation districts through a workshop designed to address their unique needs; and
- Stretched every dollar further by moving to a more efficient and cost-effective store fulfillment center, downsizing and moving offices and discontinuing unprofitable lines in our store.



*U.S. Forest Service Chief Abigail Kimbell highlighted the agency's long-standing partnership with districts at NACD's Legislative Conference. She is pictured above with Charles Holmes, NACD CEO Krysta Harden and Johnny Sundstrom.*



*NACD Executive Board Member Joe Lomax and Secretary/Treasurer John Redding jokingly reach for coins in a fountain to emphasize the need to support NACD's 509 Capitol Court Campaign, a campaign launched in July to remodel and maintain NACD's headquarters.*



*NACD First Vice President Steve Robinson and other agriculture leaders met with EPA Administrator Steven Johnson to discuss environmental issues facing agriculture and ways to improve the agency's relationship with producers.*



*Conservation districts continue to work with many partners to ensure effective conservation program delivery. Pictured with NACD President Olin Sims are NRCS Chief Arlen Lancaster, NCDEA President Cindy Moon, NARC&D President Sharon Ruggi and NASCA President Pete Jarhaus.*

# Statement of Activity

For the year ended September 30, 2007.

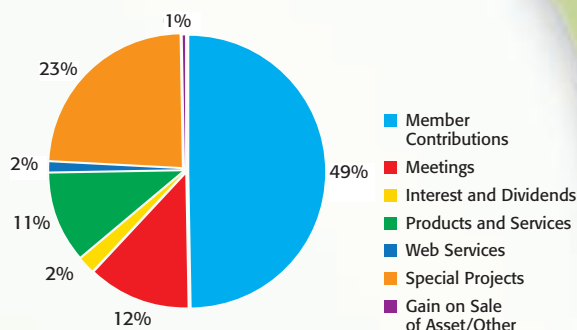
REVENUE	2007	2006
Member Contributions	\$1,647,662	\$1,652,888
Meetings	400,953	419,422
Interest and Dividends	79,565	59,004
Products and Services	377,158	439,493
Web Services	49,044	48,539
Special Projects	767,345	910,256
Gain on Sale of Asset/Other	14,615	479,440
<b>TOTAL REVENUE</b>	<b>\$3,336,342</b>	<b>\$4,009,043</b>

EXPENSES	2007	2006
Services to Members	\$1,394,118	\$1,429,048
Meetings	395,937	518,999
Region Support	549,352	564,636
Products and Services	383,977	471,304
Web Services	45,595	41,881
Special Projects	493,673	558,800
<b>TOTAL EXPENSES</b>	<b>\$3,262,652</b>	<b>\$3,584,667</b>

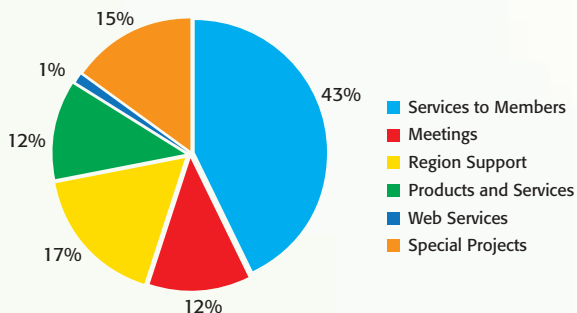
**CHANGE IN NET ASSETS**      **\$73,690**      **\$424,376**

Copies of NACD's complete audited financial statements may be obtained by writing to:  
NACD, 509 Capitol Ct., NE, Washington, D.C. 20002.

## 2007 REVENUE



## 2007 EXPENSES



## Top 10 Contributing States

Ohio	\$ 98,337.12
Indiana	\$ 69,273.02
North Carolina	\$ 66,999.50
Minnesota	\$ 61,199.94
Illinois	\$ 60,888.78
Arkansas	\$ 58,900.00
Texas	\$ 54,295.59
Alabama	\$ 53,475.00
Kentucky	\$ 50,263.50
Pennsylvania	\$ 48,612.44

## 100% District Participation

Alabama  
Delaware  
District of Columbia  
Louisiana  
Maryland  
Nebraska  
New Jersey  
Ohio  
Rhode Island  
Virginia  
West Virginia

## Associate Member Partners (individuals contributing \$100 or more)

Robert Abell  
David Allen  
Jennifer Ares  
Warren Baird  
Edward Baker  
Jeffrey Bohr  
Ray Brownfield  
Sherman Bryant  
Steve Cauthen  
Darlene Corns  
Edgar Corns  
David DeGeus  
Walter Douglas  
Richard Duesterhaus  
Dean Edson  
Fred Feldmann  
Loyal Fisher  
J.R. Flores  
Keira Franz  
Arthur Ganta  
Jonathan Gerken  
Joe Glassmeyer  
Ken Hale  
John Handly  
Charles Hanley  
Roger Hansen

Bryan Harang  
Krysta Harden  
Kyle Hawley  
Raymond Hughbanks  
Larry Jacobs  
Larry Johnson  
Kenneth Kaneshiro  
Irvil Kear  
Arlen Lancaster  
William Lange  
John Majeres  
Wilson Murray  
Thomas Nix  
Tonya Norwood-Pearson  
Richard Parker  
Thomas Quink  
Roger Rayburn  
Connie Richmeier  
Kenneth Riedlinger  
Timothy Riley  
Ronald Rohall  
Mark Rose  
Brad Ross  
Gene Schmidt  
Jerry Snodgrass  
Bradley Spicer

Donald Spickler  
Mary Jane Spickler  
Phil Stago  
Wendell Stembridge  
Neil Strong  
Joyce Swartzendruber  
Gerald Talbert  
James Todd  
Kalven Trice  
Franklin Varley  
Manly Wilder  
Bill Wilson

## Federal Partners

NACD currently has agreements with the following partners:

- USDA Farm Service Agency
- USDA Forest Service
- USDA Natural Resource Conservation Service
- DOI Bureau of Land Management